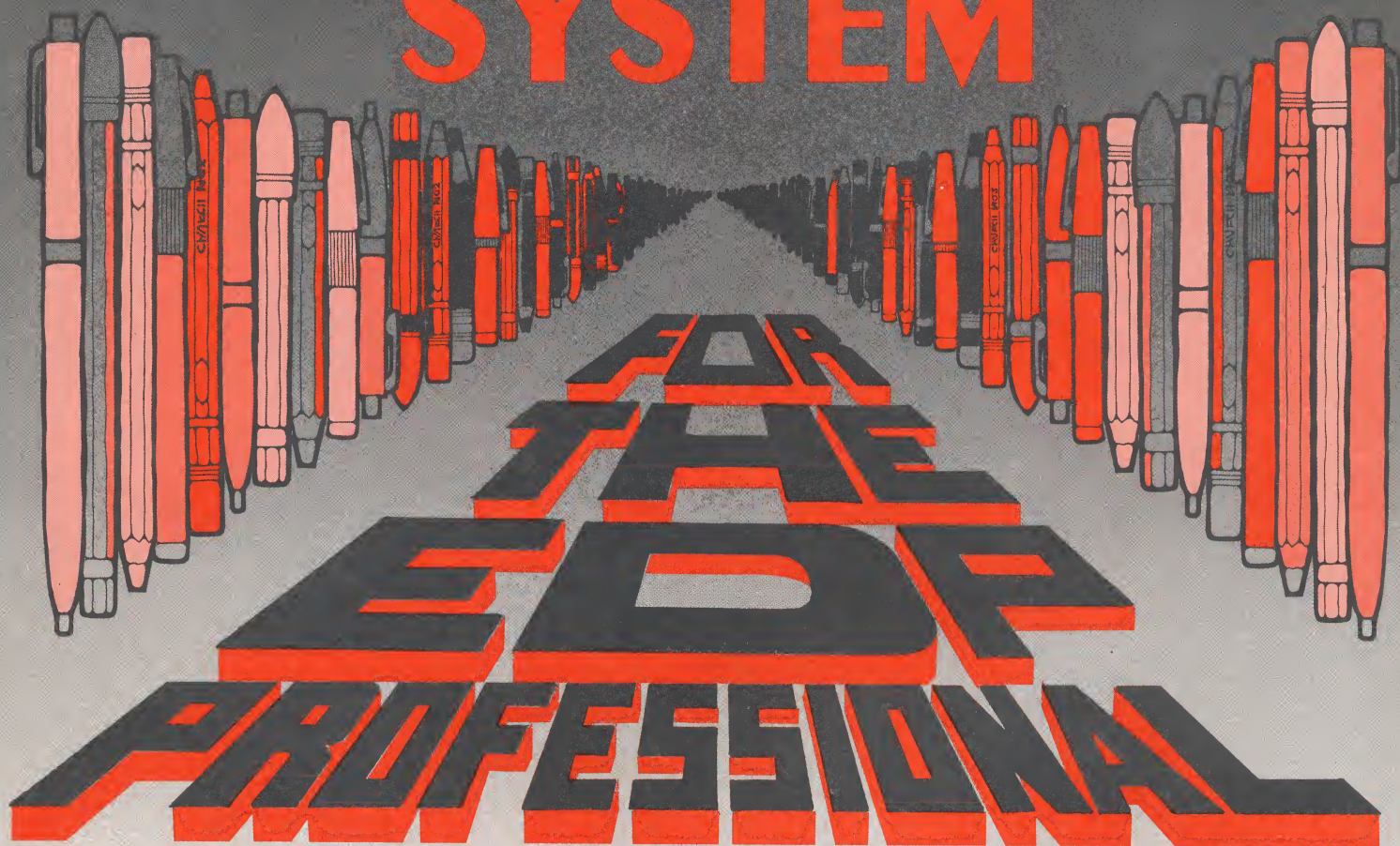


THE WRITING SYSTEM



Master today's critical EDP skill...write more effectively,
in less time...prepare yourself for career advancement.
A tested approach taught by experts...with a full 6-month
individualized coaching program.

CHICAGO, IL

BOSTON, MA

NEW YORK CITY, NY

CHERRY HILL, NJ

LOS ANGELES, CA

SAN FRANCISCO, CA

bg American
Institute For
Professional
Education

IF

you are an EDP professional—in programming, sales, systems, management or documentation...
you find it difficult to explain computers to non-technical people...
you waste too much time writing letters, reports, documentation and more...
you want to move ahead in your career...

THE WRITING SYSTEM IS FOR YOU

CHICAGO, IL

October 5-6

BOSTON, MA

October 20-21

NEW YORK CITY, NY

October 22-23

CHERRY HILL, NJ

October 29-30

LOS ANGELES, CA

November 3-4

SAN FRANCISCO, CA

November 5-6

Writing is hard work, especially for people with a technical background. The WRITING SYSTEM FOR EDP PROFESSIONALS can help you master the skills you need. You can learn the specific skills you personally need to write clearly, concisely and efficiently. You can master a SYSTEM that applies to all the kinds of writing you are required to do as a professional. You can take advantage of the opportunity to work intensively with professional teacher/writers who can coach you to success.

In fact, your technical background—your ability to analyze and organize information—equips you with the tools you need to begin, if you learn how to harness them.

THE WRITING SYSTEM FOR EDP PROFESSIONALS can help you do just that.

A Tested System That Harnesses Your Strengths

You will be introduced to THE WRITING SYSTEM during a high-energy, two-day seminar. It's the seminar that has helped thousands of professionals around the world master critical communication skills.

Dynamic presentations will help you discover the "tricks of the trade" all effective writers use. You'll learn the simple, logical steps that can save you time every time you write—and make everything you write more effective. You'll be given specific strategies for solving the most common writing problems in the industry. You'll uncover the common errors you may be making every day—and how to "debug" your own work.

And you'll do a lot of writing. About half of each session is devoted to your work. Carefully planned analyses will help you diagnose your current weaknesses. Exercises will help you begin to put your personal writing system into practice. An overnight assignment (which will take about an hour) will help you focus attention on critical areas.

By the end of the second day, you'll be better able to:

- pinpoint the personal problems in your writing—and eliminate them.
- plan and write the most common, the most essential documents in the EDP industry.
- write memos, manuals, reports, and letters in language that is clear, concise and readable.
- "translate" technical information into written materials which can be easily understood by the many different people with whom you must communicate.

But THE WRITING SYSTEM does not end after two days.

A Full Six-Month Individualized Coaching Program

Like any skill, writing takes practice.

That's why, for a full six months after the seminar, a professional at the American Institute will continue to help you improve.

This individualized coaching program has won praise from the thousands of participants who have been introduced to THE WRITING SYSTEM.

To take advantage of it, all you have to do is send samples of your writing to the Institute. Submit the pieces you choose—from the routine project to the special problem. And you'll receive, by return mail, a complete critique which includes step-by-step suggestions for improvement.

Our Guarantee

The AMERICAN INSTITUTE, a leader in the field of technical communication, guarantees that you will benefit from this unique seminar.* It's a guarantee we make to participants in all of our seminars. And we present seminars throughout the United States, Canada and Europe.

We believe in THE WRITING SYSTEM. We know it works. As the director of human resources for a major multinational told us:

"The course and the instructor are of high-quality. I highly recommend it. And one of our managers already recognizes improvement in a participant's writing."

*For complete information about our guarantee—and FULL refund policy—please turn to the back page.

Resource Materials For Ready Reference

To help you develop your personal skills, you will receive two highly acclaimed works:

- **Study Notes For A Writing System**
Your "documentation" of the tips and techniques introduced during the seminar.
- **One Hundred Bugs**
A personal workbook and reference manual that can help you "debug" everything you write.

Enroll Today

We limit the size of our seminars. Why not register now by calling 201-377-7400 or mailing in the registration form. Turn to the back page for full details.

Why Is Writing Fast-Becoming The Critical EDP Skill Of The Future?

There are three reasons:

1. The increasing pressure on EDP professionals to communicate with audiences of all kinds—and with people who have little or no computer training.
2. The urgent demand for clear, concise, understandable documentation.
3. The exploding job market for technical experts who can communicate.

1. EDP, BIT, BYTE, RAM, CAD...

ETC...

Sure, you know what you mean.

So do other EDP professionals.

But most of the world doesn't.

If you're like other EDP professionals, you find yourself talking to the "rest of the world" more and more every day. Explaining complicated devices and techniques to everyone from technicians and typists to top executives. Teaching novices how to use a terminal. Persuading people to bring more operations on-line, or to buy new equipment.

It's up to you to communicate with individuals and groups who may know little—or nothing—about the field.

2. Solving The Documentation Dilemma...

All computer systems and programs must have documentation.

But well-written documentation is hard to find.

Both writers and users are caught in a bind. Do you make the documentation a model of technical excellence? Or do you water it down to make it readable.

It's a dilemma that doesn't have to be.

You can learn how to write, edit and commission documentation that is accurate, instructive, readable, and easy to modify and maintain.

Sure, it takes some work. But in today's market, the system WITHOUT good documentation can easily be underused or misused. And it's likely to be replaced by a competing product that DOES have good documentation.

3. Making The Most Out Of Your Career Potential

Experts agree that:

"The greatest single barrier to professional advancement in the EDP field is...A LACK OF WRITING SKILLS."

As an EDP professional, you're part of one of the greatest revolutions in history. Whether you're an analyst, a programmer, an engineer, a manager, sales rep, technical writer or documentation specialist, your knowledge is fundamental in today's world, and tomorrow's.

But if you want to put that knowledge to work for you and move ahead in your career, you must be able to communicate it to others.

The ability to write well...to write quickly...to help others understand...could give you a competitive edge.

A Complete Course For EDP Professionals

I. An Introduction To Clear And Effective Writing

What is "good" writing? How can you spot effective manuals and user documentation? What are the characteristics of a good memo, letter, study or report? Why is good writing urgently needed in the EDP industry?

II. How Well Do You Write?

Four exercises designed to help you diagnose your writing weaknesses:

- Mechanical Errors
- Inappropriate Words
- Unclear Organization
- The Disorganized Memo

III. Six Ways We Waste Time And Effort

A half-dozen energy-wasters that all spell inefficiency.

IV. The Writing System: A Personal Approach To Efficient, Effective Writing

How to...define objectives...analyze audiences...assess barriers and constraints...form strategies...plan and outline...attack the draft...review and edit. PLUS, an exercise that will help you understand objectives, audiences and barriers.

V. Strategies You Can Use To Prepare Effective Documentation

Deciding what documentation is needed...avoiding the common documentation traps...adapting documentation to the needs of users and operators...PLUS, an exercise that will help you learn how to plan a complete set of documentation products.

VI. Strategies For More Effective Reports

What's the purpose of a business or technical report? How can you make the best use of them? What are the standard forms for effective reports? How do you write reports that INFORM...PERSUADE...MOTIVATE? PLUS, a practical exercise in report planning.

VII. Strategies For More Effective Letters And Memos

Why most letters and memos fail. How to handle sensitive or difficult correspondence. The elements of successful letters and memos. PLUS, practice in using revisions to strengthen letters and memos.

VIII. "Debugging" Your Writing Through Editing And Revising

The 100 most common bugs...word bugs...verb bugs...phrase bugs...sentence bugs...link bugs...grammar bugs...punctuation bugs...style bugs. PLUS, eight exercises that will help you debug your writing.

IX. Putting It All Together

A summary of the two-day seminar. A complete review of The Writing System. Advice you can use in putting your system to work. Tips on helpful references and resources. How to work with your personal advisor for the next six months. Your evaluation of the seminar.



THE WRITING SYSTEM

American Institute for Professional Education

Carnegie Building, 100 Kings Road, Madison, NJ 07940 • 201-377-7400

CHICAGO, IL-October 5-6, 1981

Palmer House
17 East Monroe Street
Chicago, IL 60690
312-726-7777

BOSTON, MA-Oct. 20-21, 1981

Lenox Hotel
710 Boylston Street
Boston, MA 02110
617-536-5300

NEW YORK CITY, NY-Oct. 22-23, 1981

Halloran House
525 Lexington Ave.
New York, NY 10017
212-755-4000

CHERRY HILL, NJ-Oct. 29-30, 1981

The Cherry Hill Inn
Rt. 38 Haddonfield Rd.
Cherry Hill, NJ 08002
609-662-7200

LOS ANGELES, CA-November 3-4, 1981

Quality Inn
5249 West Century Blvd.
Los Angeles, CA 90045
213-645-2200

SAN FRANCISCO, CA-Nov. 5-6, 1981

Grosvenor Airport Inn
380 South Airport Blvd.
South San Francisco, CA 94080
415-873-3200

REGISTRATION INFORMATION

COURSE FEES: The \$545 registration fee includes the seminar and the Course Workbook.

DISCOUNT SCHEDULE: Three or more registrations made concurrently from the same firm are entitled to a 10% discount.

REGISTRATION: Attendance level is limited and sessions tend to fill up well in advance of workshop dates. To register, mail the registration form or phone 201-377-7400, 9 AM to 5 PM Eastern Time.

CANCELLATIONS: The registration fee is fully refundable up to three business days prior to the starting date of the seminar. All cancellations must be confirmed in writing. A charge of 50% to cover incurred expenses will be assessed for any cancellation after that date. Transfers and substitutions may be made at any time at no charge, providing substituted session is attended.

HOTEL ACCOMMODATIONS: Contact the hotel directly to reserve a room. A block of rooms will be held at the hotels listed above until two weeks prior to the seminar. Please identify yourself with The American Institute when making your reservation.

COURSE SCHEDULE: Classes are held from 9:00 A.M. to 5:00 P.M. each day.

GUARANTEE: All participants will benefit from this unique seminar/workshop. The American Institute for Professional Education believes that **THE WRITING SYSTEM** offers the best possible training available in this field. If, during the course, the participant notifies the instructor of his/her desire to withdraw, the attendee may leave and receive a refund for the balance of the course.

1.5 CEU'S AWARDED: The participants who successfully complete the course are awarded 1.5 Continuing Education Units. A certificate will be awarded upon request.

As the national standard for the recognition of non-university professional education, the CEU has been adopted by the extension divisions of over 600 colleges, by numerous professional associations, and by other specialized educational groups. A permanent record of CEU awards is maintained by The Institute.

ON-SITE TRAINING SESSIONS: For further information about sponsoring this workshop for groups of 15 to 30 professionals within your organization, please contact the Director of On-Site Programs, Carnegie Press, 201-822-1084.

TAX DEDUCTION: For all expenses of continuing management education (including registration fees, travel, meals, and lodging) undertaken to maintain and improve professional skills (Treas. Reg. 1-162-5 Coughlin vs Commissioner, 203F 2d307).

ABOUT THE INSTITUTE: The American Institute for Professional Education was founded in 1972. It is a non-profit organization serving the educational needs of business professionals. The American Institute strives to provide for the interdisciplinary needs of professionals in today's rapidly expanding technological fields through the creation of two- and three-day seminars/workshops. These seminars/workshops are offered throughout the United States, Canada and Australia. For a current listing of sessions available, call the Registrar at 201-377-7400.



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THE WRITING SYSTEM

TYPE OF REGISTRATION

- ☐ Single \$545
☐ Multiple
(See discount schedule)

METHOD OF PAYMENT

- ☐ Check Enclosed
☐ Bill My Firm

CHOICE OF SESSION

- ☐ Chicago, Oct. 5-6
☐ Boston, Oct. 20-21
☐ New York City, Oct. 22-23
☐ Cherry Hill, Oct. 29-30
☐ Los Angeles, Nov. 3-4
☐ San Francisco, Nov. 5-6

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Registration Phone: 201-377-7400